

## Abstract

In accordance with the principles of the invention, there is provided an interactive product selector for assisting customers with purchasing decisions. A single page is presented to a user that includes feature selections to be made by the user. A panel within the page may be dynamically updated to provide suggestions and guidance concerning each feature selection without requiring a new page to be transmitted to a client device. Further, a user session may be tracked, and fuzzy logic applied to include information about changes in feature selections so that this information may be used to assist in generating a product set. The product set, which includes products meeting user specified criteria, may then be reviewed in detail. The product selection session may culminate in fulfillment of a customer order.